

**Speech by Nick Whittingham, Chongqing British Consul General
World Intellectual Day, 26th April, 2009**

“China has made great strides in developing a stricter IPR environment. This can be seen from the fact that most IPR cases within China are now between domestic companies. However it is important to press forward with even deeper IPR enforcement for three reasons.

Firstly, IPR is important for the development of creative and innovative companies in Chongqing. If Chongqing companies are to be encouraged to become more cutting-edge and creating new ideas and technologies - they must be confident that the cost in terms of time and money is worthwhile. It will not be worthwhile if the fruits of their labour is stolen by a competitor that knows it will go unpunished.

IPR enforcement is also important if Chongqing is to attract innovative foreign companies to the municipality. Without the reassurance of safe IPR, companies will keep the high value parts of their business at home - or send it to other safer markets. Without IPR protection, the most innovative foreign companies will stay away entirely.

And thirdly, IPR enforcement is an important tool in helping to develop a skilled and innovative workforce who will go on to create their own smaller companies. The entrepreneurial spirit and IPR protection go hand in hand. People will only take risks when the potential rewards are sufficiently large. Business risks are devalued when IPR is undervalued.”